**Resume**

***Pallavi***

**Country:** Mumbai, India

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**Primary Nationality:** Indian

# Objective

I am **proficient in Backend Sales & Marketing field with an experience of Six Years (6) years across Telecom, Steel & Banking sector in both India & the UAE with emphasis on CRM, Branding, Marketing Communications, Customer and Press Meets & Digital Marketing.**

A resourceful and highly motivated individual with proven skills gained whilst working in a challenging and highly demanding environment. Seeking an opportunity at a Team leadership position that will permit for individual growth and career progress.

# Work History

**Marketing Executive** – **Topnet Distribution FZCO (*A value added distributor for network infrastructure and industrial connectivity products)* – Dubai, U.A.E** **Dec, 2016 – March 2017**

## Responsibilities:

* + Responsible for execution of marketing programs such as direct mailings, social media campaigns and monthly newsletters.
  + Liable for organizing customer seminars across GCC countries.
  + Accountable to handle sales collateral, brochures and administer company's client database.
  + Oversee all marketing and promotional activities.
  + Maintain and develop a proper client database and carry out marketing activities such as direct emailers, notifying on new product launch & development within the timelines.
  + Managing and updating company website & social networking sites for maximizing vendor’s and customer engagement.
  + Co-ordination with vendors and their marketing departments for periodical updates of new announcements, promotions and product launches.
  + Responsible for circulation of monthly newsletter by obtaining inputs by coordinating with sales department’s heads & vendors and sharing customer experiences.
  + Follow up with sales representatives for new happenings in vendors’ products for building content for circulation of weekly emailer campaigns to clients and vendors.

**Marketing & Administrative Coordinator (Transaction Banking Group) – Abu Dhabi Commercial Bank (Ranked among the top 3 banks in the UAE for providing innovative products and unparalleled services) – Abu Dhabi, U.A.E**

* **Responsibilities:**
* Track product line sales and costs by analyzing and entering sales, expense, and new business data.

**Nov 2013 – Feb 2015**

* Co-ordination with marketing for successfully hosting events and working on marketing campaigns.
* Assist in implementation of marketing campaigns in co-ordination with marketing department, preparing marketing plans, and objectives; planning and organizing promotional pitch; updating calendars.
* Prepare marketing reports by collecting, analyzing, and summarizing sales data.
* Keep promotional materials ready by coordinating requirements with graphics department; inventorying stock; placing orders; verifying receipt.
* Support sales staff by providing sales data, market trends, forecasts, account analyses, new product information; relaying customer services requests.
* Plan meetings and trade shows by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments; coordinating mailing lists.
* Ensure delivery within turnaround times agreed with TBG management for tasks and reports.
* Generation of monthly dashboards.
* Managing Transaction Banking website content by liaising with group heads & manage admin related work.

**Sales Executive (Backend Sales & Marketing) – Essar Steel Middle East Fze *(Essar Steel is a global producer of steel with a footprint covering India, Canada, USA, the Middle East and Asia)* – Dubai, U.A.E**

# Feb 2011 – March 2013

## Responsibilities:

* + Implement marketing concepts and strategies in segmenting the Market and targeting key customers.
  + Plan for special events, ensures that information and promotional materials, brochures are prepared and distributed in an efficient and effective manner.
  + Identifying competition and formulate new marketing strategies.
  + Maintaining and developing relationships with existing customers in person and via telephone calls and emails.
  + Representing the organization at trade exhibitions, events and demonstrations.
  + Liaising with suppliers to check the progress of existing orders.
  + Maintained material prices in SAP master records with periodic updation.
  + Interacted with SCM for availability of material.
  + Prepare Business Development, Marketing and Sales reports on a weekly basis.

**Marketing Manager** – **Essar Group – Essar Steel LTD (*global integrated steel producer with an annual capacity of app15 MTPA with a strong presence in intensive steel consuming markets of Asia)* – Mumbai, India**

# Mar, 2010 – Feb 2011

## Responsibilities:

* + Manage & assist in establishing strategic marketing plans to achieve corporate objectives for products and services.
  + Responsible for branding, planning, developing and execution of marketing programs such as direct mailings, social media campaigns, client seminars, publicity events.
  + Responsible to handle sales collateral, overseeing department's budget, administering company's client database and managing junior-level marketing personnel.
  + Oversee all marketing and promotional activities.
  + To conduct market research in order to identify market requirements for current and future products.
  + To develop and implement a company-wide plan to push product, working with all departments for its executions.
  + Maintain and develop a proper client database &, plan and carry out marketing activities to achieve targets within the timelines.

**Area Operations Manager – The Mobile Store Ltd. - Essar Group (*India’s first national chain of telecom retail outlets, as well as the country’s largest mobile retailer)* – Mumbai, India**

# Mar, 2009 – Feb 2010

* **Responsibilities:**
  + Direct the activities and provide priorities to the head management and Inventory Specialists.
  + Interface between Logistics and Sales on a day to day micro basis.
  + Forecast instrument needs quarterly and annually, reconciled with sales trends, anticipated business conversions, and existing inventory levels in area.
  + Ensure physical inventories are completed on time and within company parameters for loss.
  + Tracking and achieving inventory (asset) utilization goals.
  + Communication of open orders in an efficient and effective manner.
  + Conducting data analysis and interpreting results, including problem identification and resolution.
  + Managing expired, phase-outs and excess inventory from a field perspective.
  + Develop the metrics for operating expenses & develop Inventory metrics: Inventory usage tracking by territory and sales rep, sales rep training, sales rep headcount, new product tracking.
  + Co-ordination with SCM team for smooth operation of stores and abundance availability of stock for avoiding loss of sale.

**Brief Previous Work History:**

Automobile Association – Trainee – Debt collection department **Apr, 2008 – July 2008**

**Education:**

* **Media Research & Study Centre – Mumbai, India 2016 Advance Diploma in TV Journalism**
* **NMIMS – Mumbai, India 2016 Certification in Digital Marketing (Certificate Awaited)**
* **Indo American Society – Mumbai, India 2015 Excellence in Public Speaking & Communication**

**Skills**

* **ICFAI University - Tripura, India 2013 Diploma course on Brand Management**
* **University of Wales Institute - Cardiff, United Kingdom 2008 Masters – International Marketing.**
* **Dissertation: Customer Relationship Management and its impact on Customer Retention with reference to Pantaloons, India (Mumbai)**
* **Sydenham College - Mumbai, India 2007 Bachelors of Commerce**

**Skills & Competencies**

* **Skills:** Intermediate to advance competencies in MS office utilities, MS Outlook, Word, Excel, Internet & SAP.
* **Competencies:**
* Determination to achieve high standards.
* Forward thinking with good decision making skills.
* Managing Integrated Marketing Communications.
* Evaluating Sales & Marketing Strategy.
* Strong communication skills with good presentation skills.
* Verbal and written communication & Report preparation skills.

**Language Proficiency: English, Hindi**, **Tamil & Arabic (University of Wollongong). Other Personal Details:**

**Date of Birth:** 04-Oct-1986

**Gender:** Female

**Marital Status:** Single